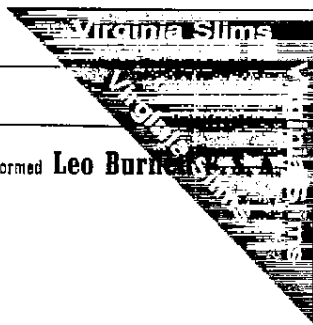




**SERVICE REPORT** NO. 90 CLIENT Philip Morris U.S.A.

DATE December 15, 1994 PRODUCT Virginia Slims

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed **Leo Burnett**



This reports a meeting held in New York on December 8, 1994. Present were:

**Philip Morris**

Ina Broeman  
Bob Ferrin  
Suzanne LeVan  
Wendy Marin  
Norma Suter

**Leo Burnett**

Doug Porter  
Bob Schewe  
Donna Lukasiewicz  
Patrick Venetucci  
John Buehler

**Discussion/Agreements**

The updated Ginny logo was selected to be the Legends logo with the following comments:

- Revise logo to be less "cartoony".
- Explore different color treatments of logo.
  - Consider brighter colors for concert/bar night version.
  - Match the red and blue of the tennis court version to the red and blue used on court.
- The "guitar/tennis ball" logo presented will continue to be considered for T-shirt designs.
- It was also agreed to revise the Legends line to incorporate the word "women".

**Next Steps/Timetable**

- |                       |       |
|-----------------------|-------|
| - Revised line to PM  | 12/13 |
| - Review revised logo | 12/16 |

Please call with any questions.

Patrick  
x3702

cc: Thomas Smallwood  
Lenora Rand  
Lawrence Lee

2040143685